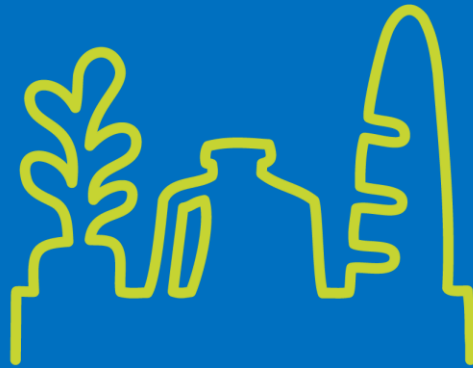


# Baltimore City's *Baltimarket* Programs

When Food Deserts Become Just Desserts  
New Partners for Smart Growth Conference



## Baltimarket

**Laura Flamm, MSPH**

Virtual Supermarket and Food Access Coordinator  
Baltimore City Health Department



# About *Baltimarket*

*Baltimarket* is a suite of community-based food access and food justice programs through the Baltimore City Health Department.

*Baltimarket's* mission is to improve the health and wellness of Baltimore City residents by using food access and food justice as strategies for community transformation.

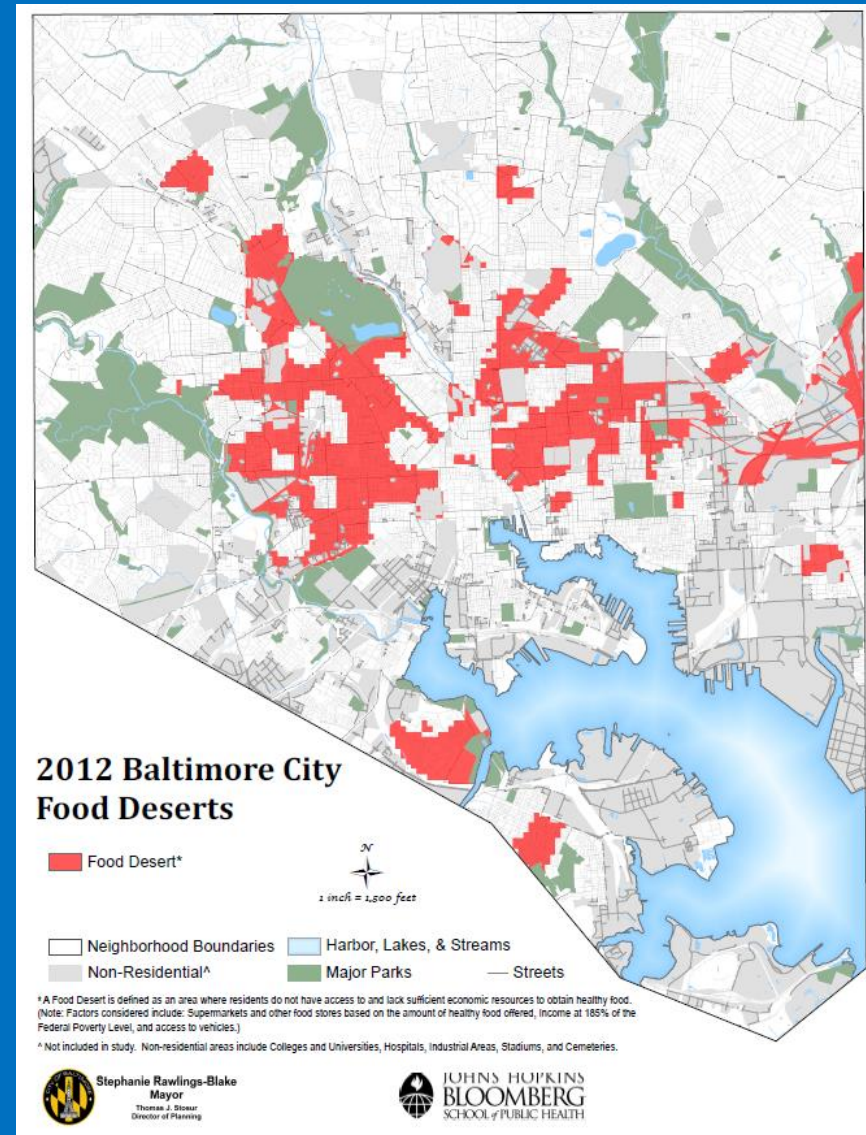
## Current programs:

- Virtual Supermarket Program
- Neighborhood Food Advocates
- Coming Soon: Healthy Stores

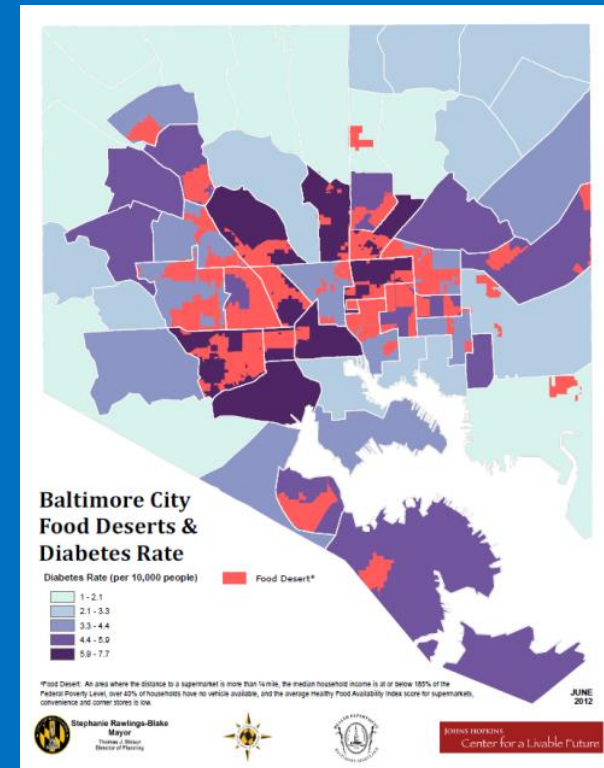
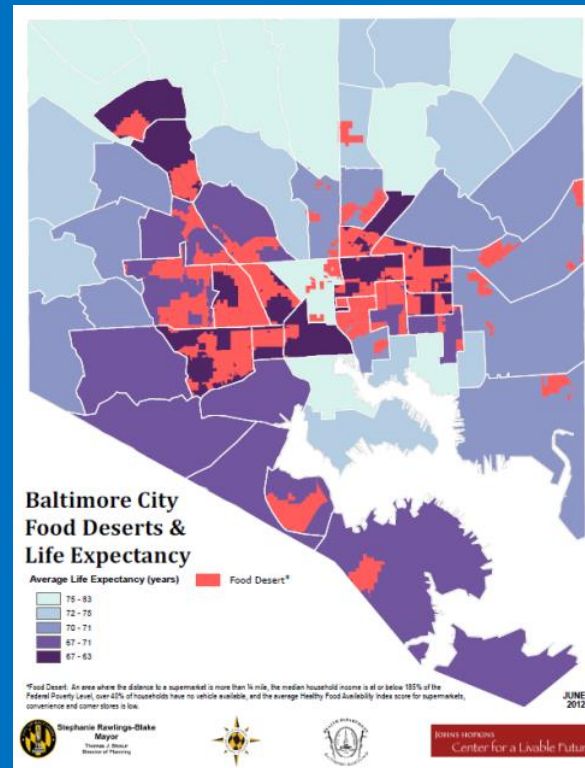
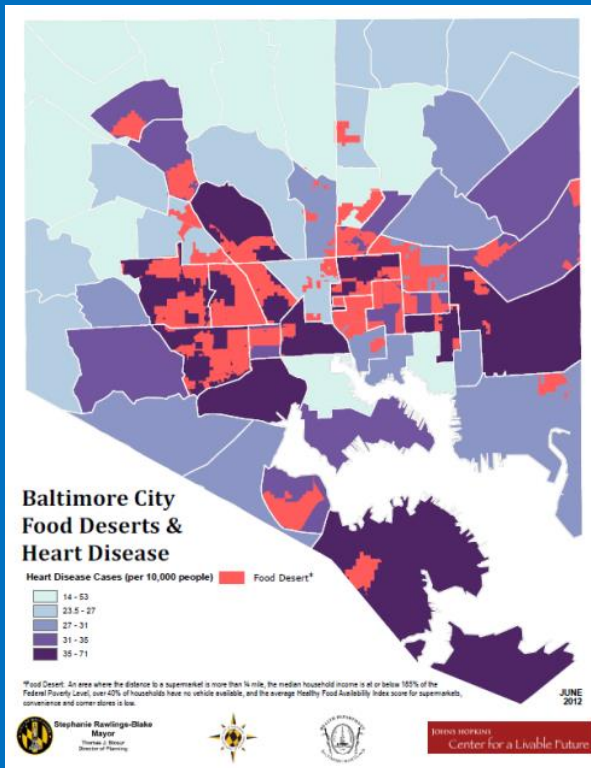


# Baltimore City Food Environment

- Definitions and metrics
  - First national city-approved food desert map
  - 1 in 5 residents in food deserts
  - 1 in 4 African Americans in food deserts
  - 1 in 4 youth in food deserts



# Food and Health Equity in Baltimore

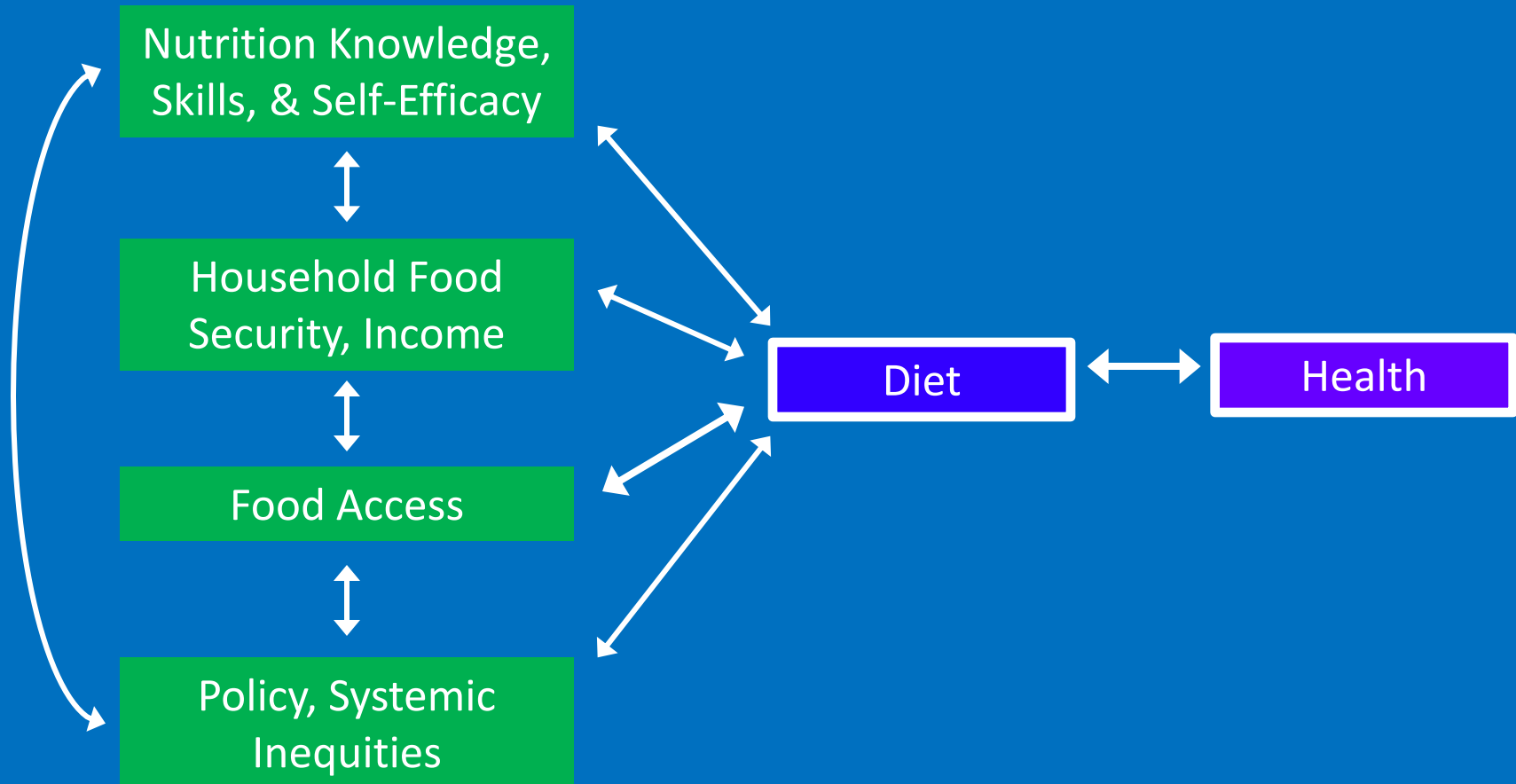


# Food Access and Health Research



- Availability of healthy food: Each meter of shelf space devoted to fruits & veggies → 0.35 more servings of fruits and vegetables consumed
- Availability of unhealthy food: In Philadelphia, 30% of youth are consuming 3,500 calories – almost ¼ of their suggested caloric intake – from corner stores each week
- Quality: Grocery stores serving Baltimore's food deserts tend to have lower Healthy Food Availability Index scores & higher healthy food prices

# Theory of Change: Food Access and Health





# Virtual Supermarket: Goals

- Increase access to healthy foods at affordable, supermarket prices
- Demonstrate viability of online grocery ordering & delivery to address food deserts and related health impacts
- Look beyond brick and mortar stores for addressing food deserts
- Utilize public/private partnership for health promotion
- Accept SNAP (food stamps)

**ORDER  
YOUR  
GROCERIES  
HERE.**

**EASY ORDERING.  
FREE DELIVERY.  
CONVENIENT PICK UP.**

**Eat fresh &  
live healthy,  
Baltimore.**

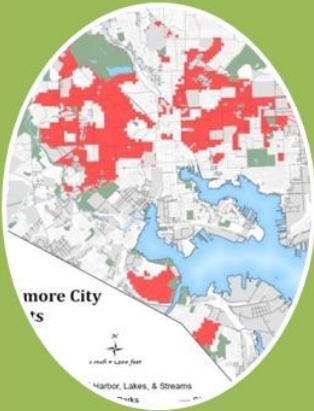
Next Ordering

Next Delivery

SEVERAL  
WAYS  
TO PAY

SANTON'S

# Virtual Supermarket: Process



## Program

- Identifies potential sites , assessing program fit and community interest
- Identifies , trains, & provides stipend to community leaders (Neighborhood Food Advocates)
- Provides materials including computer and wireless, if needed



## Neighborhood Food Advocates

- Promote program weekly through signs, distribution of sales papers, door knocking, and calls
- Coordinate weekly ordering and delivery
- Assist residents with placing online orders



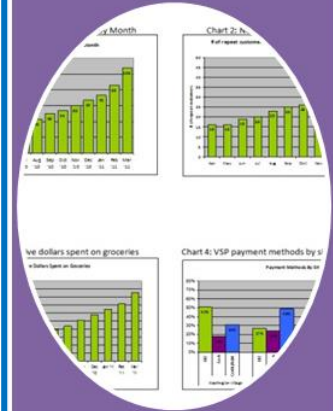
## Virtual Supermarket Customers

- Order groceries online with community leaders or independently
- Pick up groceries in a delivery window determined by Neighborhood Food Advocates
- Pay grocery delivery driver on-site with cash, credit, or EBT



## Supermarket

- Creates codes to waive delivery fees for customers & indicate delivery site
- Pays online grocery platform a fee for each online order
- Shops, bags, and rings up orders
- Delivers orders to community sites weekly



## Program

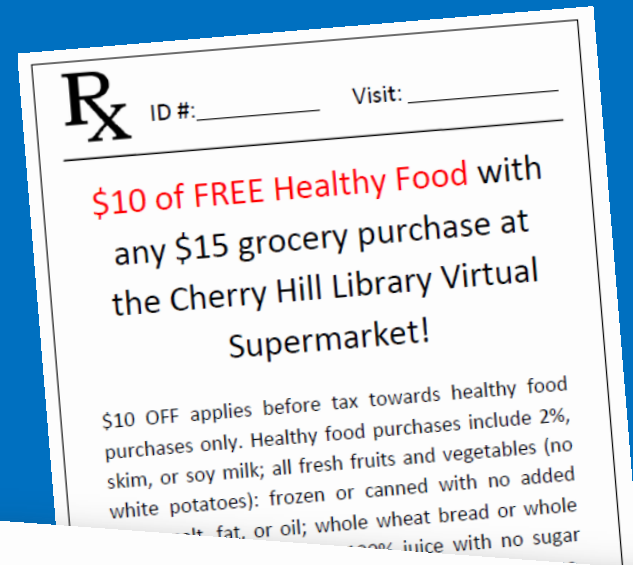
- Pays supermarket for delivery (discounted fee) and for healthy eating incentives
- Collects data, provides TA, & evaluates and monitors progress





# Virtual Supermarket: Nutrition Promotion

- \$10 off for healthy food purchases
- Food demonstrations
- Recipe cards
- Partnerships with nutrition educators
- VSPrescription



# Virtual Supermarket: Evolution

March 2010 -  
May 2011

June 2011

March 2012  
– March  
2013

October  
2013

February  
2014

- 3 library sites, 1 school site
- Promotion codes enable ordering from home

- Neighborhood Food Advocates formed

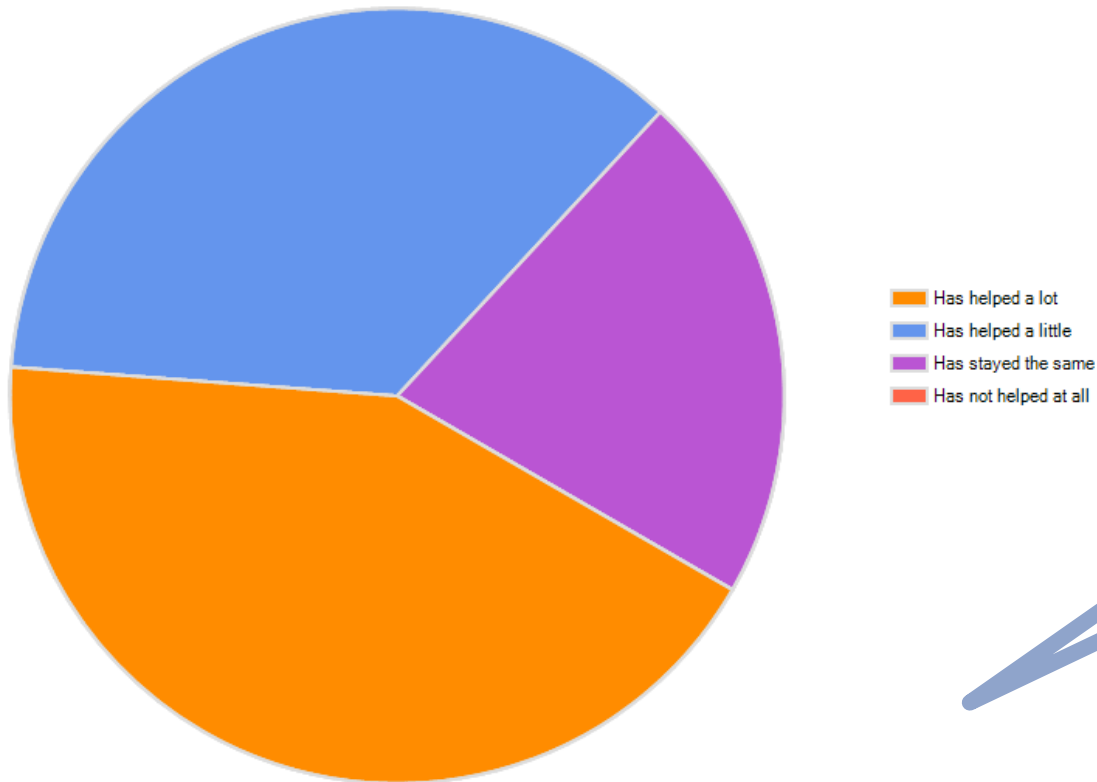
- Community based model launched at 3 senior housing sites and 2 public housing sites

- Program temporarily suspended due to grocer closing

- Stop-gap programming
- Continuing negotiations with potential partner grocers

# Virtual Supermarket: Evaluation

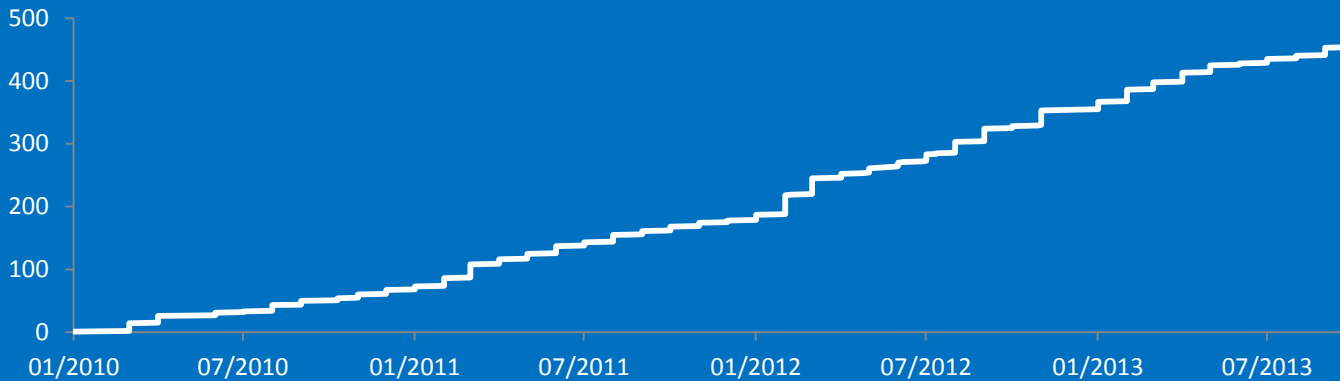
How much has using the Virtual Supermarket enabled you and your family to make healthier purchases?



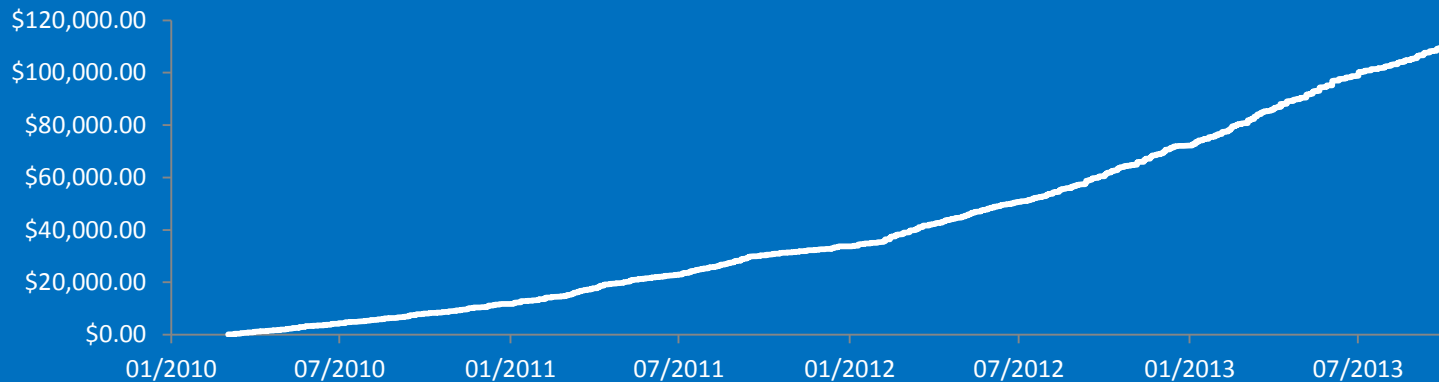
“I’ll say I do get more healthy things like vegetables and definitely fruit. Things that I wouldn’t have easy access to if the Virtual Supermarket wasn’t here.”

# Virtual Supermarket: Statistics

## Unique Customers



## Total Sales (\$)



**To date:  
\$111,000 in  
sales with 455  
unique  
customers**

# Virtual Supermarket: Replication

- TA to other cities and initiatives
- Upcoming Guide
- Contact for 1-on-1 consult





# Neighborhood Food Advocates: Goals

- Engage and organize Baltimore City residents in food desert communities
- Develop self-identified plans of addressing food insecurity
- Work in tandem with the Virtual Supermarket



# Neighborhood Food Advocates: Impact

“I just want to be one of the people who kick started and got people thinking about what they can do to change their circumstances whether it be through food, whether it be through community togetherness, or even if it’s just throwing a party for the community.”

“It has impacted me to get to know neighbors that I saw but never really met or interacted with until now.”

# In the works: *Baltimarket* Healthy Stores

Target area according to food access measures, prioritizing HEZ

Educate corner/grocery store on *Baltimarket* Healthy Stores

- Provide in-store nutrition education & taste tests
- Corner stores: Provide infrastructure and stocking incentives, labels & signs

Educate youth/caregivers on Neighborhood Food Advocates program

- Convene group of interested youth (corner store)/caregiver (grocery store) shoppers
- Prioritize and implement environmental changes that facilitate healthy food purchasing in stores

Collect & analyze data

# Baltimarket Looking Forward

- Program re-launch
- Additional public housing and senior building sites
- Virtual Supermarket Program Guide for replication
- Spring Neighborhood Food Advocates conference
- *Baltimarket* Healthy Stores
- New interactive website design

**Baltimarket** VIRTUAL SUPERMARKET NEIGHBORHOOD FOOD ADVOCATES FARMERS MARKETS PUBLIC MARKETS

HELPS PROGRAM HEALTHY CORNER STORES NUTRITION & COOKING URBAN FARMING COMMUNITY GARDENS / ADOPT A LOT RESOURCES

## BALTIMORE CITY HEALTHY EATING MAP

*Every Day Healthy!*

Get healthy in **District 1**

CLICK THE MAP TO FIND HEALTHY FOOD SOURCES IN YOUR NEIGHBORHOOD.

Then, choose a category:

- Supermarkets
- Farmer's Markets
  - Waverly Farmer's Market  
33rd and Chesley Avenue  
21218 | Get it on Google+  
www.30thstreetmarket.org
  - Hours: 10am-5pm Mon-Sat, 10am-8pm Sundays
- Virtual Supermarkets
- Public Markets
- Community Gardens
- HELPS
- Cooking Classes

Take our Survey  
WIN A BALTIMARKET TOTE BAG!

Click the map to find healthy food sources in your neighborhood

Share This!   

**TODAY'S FEATURED LOCATION**  
**Waverly Farmer's Market**  
Founded in 1982, the Market is a non-profit organization offering tubers, greens, produce, fresh prepared foods, and flowers to patrons from all across...[more](#)

**HEALTHY TIPS!**  
Eating a healthy diet helps manage chronic diseases like diabetes and high blood pressure...[more](#)

**EASY HEALTHY RECIPES!**  
**Greek Salad**  
Greek salad is made with pieces of tomatoes, sliced cucumbers, onions, feta cheese, and olive...[more](#)

  **Delmarva Foundation**

About Contact

VIRTUAL SUPERMARKET  
NEIGHBORHOOD FOOD ADVOCATES  
FARMERS MARKETS  
PUBLIC MARKETS

HELPS Program  
City Gov't Food Programs  
Healthy Corner Stores  
Nutrition & Cooking  
Urban Farming  
Community Gardens / Adopt a Lot  
Resources

# Questions?

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410-545-7544

[www.baltimarket.org](http://www.baltimarket.org)

## VSP Partners:

